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FOOD

INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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CURRENT INFORMATION
JAN 22 1944

No. 42

IMPORTANT RELEASES: PLEASE NOTE..... OWI press release 2883, gives 5-point plan for general information policies for war agencies. You will want to study.... WFA re-organized; details out late today in press release USDA 1511-44, "A Summary of Farm Wage and Salary Regulations, "USDA 1515-44, gives regulations to govern procedure for establishing wages and salaries of agricultural labor.Vegetable seeds allocations covering the first half of 1944 were announced Jan. 21 by WFA. (USDA 1479-44.)WFA announces 1944 Hemp production program -- USDA 1448-44.

FFFF RESPONSE GOOD Advertising, radio, newspaper, magazine, and trade support has been impressive.

National organizations have pitched in enthusiastically. Community activities, which reports to date show to be extensive in close to a third of the counties, representing more than that proportion of the population, are still gaining momentum and will not reach their peak in some areas until later this month or next.

COPIES of the "Food Quiz" and the illustrated folder, "You Can Shorten the War with Food," are still available in the FDA regional offices for representatives of WFA, OCD, and OPA who are welcome to use them while they last in connection with FFFF programs.

The Mobilization Guide, outlining a community program for FFFF, asked representatives of WFA, OPA, and OCD to use any existing community organization where it was adequate, enlarge it where necessary, or form a new group in case there was nothing to build on. In most cases existing groups were used, but in some cases communities set up new committees. Often the agencies worked together as a unit, but more commonly one took the lead.

In the program on the understanding (as contrasted with the action) phase of FFFF -- with the broad objective of telling the over-all food story -- coordinate responsibility was placed on all the agencies. This resulted in considerable working together which will be a real gain for future operations.

In 1944 the understanding phase of Food Fights for Freedom will be woven into every program on the various action phases of food production and use, rationing and price control. This will make it possible to specify agency responsibility for each intensive drive, as well as the continuing information year-round work.

FDA REPORTS from regional offices in Dallas and Chicago indicate FFFF campaign going strong and gaining momentum. Fort Worth, Texas, put on a special campaign the week of January 8, with films being shown in local theaters and nutrition exhibits displayed in the lobbies. Dallas office reports: "Next to the nutrition target poster the most popular piece of material has been 'Make the Most of Your Food Share.'" ... From Chicago comes word that schools are keen on presenting "It's Up to You." Fourteen productions have been given in the mid-west, with an approximate attendance of 7500, with many requests coming in for the script.

NATIONAL ORGANIZATIONS will play an important part in carrying out the price education drive to be featured as the No. 1 FFFF job during February and March. Some projects already set up are:

LIBRARIES: Handled through the Library Division of OWI, this plan is to display price posters on library bulletin boards; to place copies of local price lists in protective covers for reference on prominent library tables, and to have librarians explain their use; to place specially prepared price bookmarks in books loaned to housewives, to help local libraries to organize and conduct forums for discussing the use of price lists and for training leaders or groups for such discussions with their own organizations.

COMMUNITY CENTERS: These groups include settlement houses, labor unions and their auxiliaries, welfare agencies, foreign group centers and community houses, YWCA, consumer information centers, USO, adult education centers in colleges, and headquarters of public health nurses. National offices of these organizations will be supplied with posters, sample price lists, etc., for distribution to their local centers, and these local centers will be assisted by Community Service Members in training leaders to explain the program to housewives.

WOMEN'S ORGANIZATIONS: These will participate according to individual programs worked out with them; many will carry stories in their national and state journals, and send letters to their local units. Many have agreed to discuss the community pricing program at their local meetings held in February and March.

Notification copies of materials sent to organizations will be sent to field representatives of WFA and OPA.

USING TEMPORARY ABUNDANCES

HERE IS THE LIST this week of really abundant foods over most of the country:*

- Potatoes
- Citrus fruits - particularly grapefruit and smaller oranges
- Canned green & waxed beans - ration-free
- Frozen baked beans - ration-free
- Frozen vegetables - ration-free except peas, corn and lima beans
- Fresh shelled peanuts and peanut butter
- Fresh shell eggs
- Soya products - not marketed in every city

NOT QUITE SO PLENTIFUL, or limited to certain regions are:

- Carrots - From southern producing areas, ample in supply in eastern and western markets.
- Winter squash - Plentiful on Pacific Coast
- Cabbage - From Texas and Florida, plentiful in East and western markets.
- Sweet potatoes - Abundant in south and southwest.
- Fresh Pork - Plentiful except on east and west coast and some areas of the south.
- Variety Cuts of Meat - Plentiful supply of all cuts except calf livers.

* NOTE: In addition to the above seasonally abundant foods, there are cereals and cereal products, such as bread, flour, noodles, spaghetti, etc., which are abundant the year around.

USDA CLUB EXCHANGE BACKS UP FFFF with information on rationing and price control in its next issue.

* * * * * NATIONAL FARM AND HOME HOUR * * * * *

MONDAY, Jan. 24 - Wallace Kaddery and Howard Hopkins, Chief of Timber Production War Project, FS, "Harvesting Farm Timber for War." TUESDAY, Jan. 25 -- Wallace Kaddery and C. E. Dominy, Dairy and Poultry Branch, FDA, "Egg Price Supports," and Ruth Van Deman and Roy Murphy, Chief, School Lunch Section, FDA, "More Schools Can Have Lunch Programs." WEDNESDAY, Jan. 26 -- Secretary of Agriculture Wickard, "War Bonds vs. Higher Land Prices." THURSDAY, Jan. 27 -- James T. Jardine, Director, Office of Experiment Stations, and Wallace Kaddery, "1200 Research Projects." FRIDAY, Jan. 28 -- Post-War Agriculture #8, Sherman Johnson, BAE, "Food for All Americans."

LOOKING AHEAD ON FARM AND HOME HOUR Lee Marshall, new director for the Office of Food Distribution in WFA, will speak on "Processing and Distribution of 1944 Food Supply," Jan. 31. February 2, Marvin Jones will present another of his commodity series, Feb. 3, N. E. Doda, AAA, will talk about Farm Production after the War, Feb. 4, the new Victory Garden series gets under way, and Feb. 5, 4-H Club members from Georgia, Nebraska, and Ohio will appear.

REPORT ON HOME FOOD PRESERVATION conference is being processed and limited supply of copies is available.

~~THE NATIONAL~~ HOME FOOD PRESERVATION Conference called by WFA in Chicago, Jan. 13 to 15, was attended by about 200 persons including food preservation specialists from State Extension Services, home supervisors in FSA, State supervisors and teachers of vocational education courses in home food preservation, bacteriologists and other researchers in preservation methods, manufacturers of canning, drying, and other processing equipment, and magazine editors.

Details of recommendations will be found in the report of the conference.

A TWO-WEEKS' training school for canning center supervisors, Jan. 17 - 29, in Peoria, Ill., is being held by FDA.

FOOD CONSERVATION STUDIES Plans are being worked out to continue studies on food conservation with (1) the Chief Steward of the U. S. Bureau of Prisons, to be conducted in federal penitentiaries, (2) with Hampton Institute which is to set up a six-month controlled study, and (3) with several cooperating restaurants in Washington, D. C.

FDA to discuss with state school superintendents and others food conservation projects for elementary and high schools, to work with OPA field representatives, nutrition committees, and Extension Service in developing a coordinated program in the field, and with their own field personnel cooperative activities in connection with the Clean Plate Clubs and other food conservation measures.

REFRIGERATION SYSTEMS..... for immersion and tubular type farm milk coolers were placed under rationing Jan. 20, by WFA. The new rationing provisions apply only to cooling systems, not to the cabinets in which the units are installed; not applicable to repair parts. Rationing to be handled by County Farm Rationing Committees. Details in press release USDA 1494-44.

FARM MACHINERY MESSAGES is the name of a booklet issued by Extension Service for use of County Agents. It is full of helps on keeping all types of farm machinery in repair and should be "must" reading.

M O R E A 16-page publication, "The 1944 War Job on Tennessee Farms," out-
 FFFF lining what should be done and listing the "how" information, was
 H I G H- issued by Tennessee Extension. Victory Committeemen are distribut-
 L I G H T S ing 150,000 copies to farm families, along with "Rationing and
 Price Control on the Farm." "Food for Fourty-Four" is a 4-page
 leaflet by Indiana Extension telling about Indiana's production goals for 1944,
 and giving, in brief, "how-to-do" information. From Michigan -- 30 counties
 representing 77 percent of the state's population have requested material on FFFF
 for local campaigns. Menominee Co., Mich., schools issued a mimeograph, "Food
 Fights for Freedom" with the Basic 7 chart simplified and making a game for the
 grade school students of learning what are the best foods and why we should balance
 our food by the Basic 7 chart.

WAR FOOD ADMINISTRATOR SCHEDULES EVENING BROADCASTS

In a special evening series of broadcasts, Judge Marvin Jones will report to
 the people on the food prospects for 1944. In his talks, he will reveal the size
 of the 1944 requirements for food for military forces and for our allies and the
 liberated nations, and he will give his best estimate on the American civilian food
 supply. He will also point out the part his listeners can play in the wartime
 food program. His schedule:

Thursday, Jan. 27 - Mutual Broadcasting System - 10:30 pm., EWT
 Thursday, Feb. 10 - Mutual Broadcasting System - 10:30 pm., EWT
 Thursday, Feb. 24 - Mutual Broadcasting System - 10:30 pm., EWT
 Friday, March 10 - National Broadcasting Company - 10:45 pm., EWT

S U WAVES and we don't mean air-waves, but rather two Ensigns and
 N M two Yeomen Second Class, will be on Consumer Time next week. They
 O E will be quizzed on shoes. Listeners may write in for a special
 C R revision of a Consumer's Guide article -- a quick practical guide
 T E on how to buy shoes and how to take care of them for longer wear.
 I M Saturday, Jan. 29, 12:15 EWT, NBC.

CORN GOES TO WAR excerpts from radio address by War Food Administra-
 tor Jones on National Farm and Home Hour, Jan. 19:

"Last year the farmers of America harvested 3 billion bushels of corn.

"They turned that corn into thousands of tons of lard, into butter and bacon
 and ham. They turned that corn into dried eggs and dried milk and cheese, and
 they turned it into leather for shoes. They turned that corn into nitro-starch
 for explosives, into adhesives for making ammunition containers, into starch for
 textiles and paper products; they turned it into special moulds for castings for
 airplane engines and into fibrous glass cloth for bomber brake linings....

"For food fights for freedom, and corn is the spearhead of the attack. ...

"Now, 3 billion bushels of corn, like 10 million men in the armed forces, is
 a mobilization that deserves most earnest and thoughtful attention. Neither must
 be mismanaged. With corn accounting for something more than two-thirds of
 all our feed grains and at least half of all our concentrate feeds, it is a war
 material of utmost importance.

"The problem now -- as it was at the beginning of the war -- is to make our
 livestock pattern fit our feed cloth."